

Annotation

This bachelor thesis deals with the process of self-presentation of young adults on the Instagram. The aim of this work is to explain how the process of self-presentation takes place and how it differs from self-presentation in real life. The work is based on the dramaturgical approach of Erving Goffman, which is expanded by the look of Joshua Meyrowitz, i.e. the influence of electronic media, which is presented in the theoretical part. The practical part is based on qualitative research. The research was conducted using semi-structured photo-elicitation interviews, which were analyzed by using a combination of closed and open coding. Based on these interviews, an analysis was conducted that concludes that self-presentation on Instagram's social network differs from that in real life in that it is more thoughtful and artificial, individuals share their photos depending on the responses which they receive from others. The spontaneity of everyday interactions is omitted, and the individuals presents themselves as a product, not as their identity.